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DATE: November 6, 1992

TO: Marly Parra

FROM: Steve Sampson

SUBJECT: Pit Stop Contest

The Pit Stop contest that PM USA recently ran was in conjunction with the Syclone pickup truck give away that you and I spoke about during your visit. The concept was for a consumer to win a place on the team during one of the scheduled Indy Car races.

Although the winners were a part of the team, for insurance reason they did not perform any type of team function. Basically, the winners and a guest were provided with a VIP weekend courtesy of Marlboro. They were provided clothing, pit passes and VIP tours by the team engineers. All the winners expenses were covered by Marlboro. To date the feedback has been extreamly positive.

If you review the Syclone brochure I gave you it will provide an overview of the program from an promotional standpoint.

I hope that this will be some help. If you have any questions, please feel free to call me.

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